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## ABSTRACT

A memory card (1) includes a host interface (2) that transmits and receives a command and data to and from the data 5 processor (50), a nonvolatile memory (7) that stores data, a controller (3) that controls the operation of the memory card, and a storage section (32) that stores specified management information. The management information includes retry setting information which specifies whether a retry function is executed or not when an error occurs during an operation of writing data 10 to the nonvolatile memory. The controller (3) refers to the retry setting information in the data writing operation, and controls the data writing operation so as to disable the retry function in the event of an error in the data writing operation, when the 15 retry setting information indicates disabling of the retry function or to enable the retry function in the event of an error in the data writing operation, when the retry setting information indicates enabling of the retry function.